



# Recruitment Methods and Strategies for CFACs.

Presented by the Consumer  
Empowerment Team  
NC DHHS DMH DD SAS


# What is recruitment?

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“Recruitment is a constant, year-round process of keeping your organization's name and its available volunteer opportunities in front of people.”

Ellis, Susan J.

The Volunteer Recruitment Book : Energize, 1994,



Prior to beginning recruitment, it is important to assess the recruitment needs of the CFAC. Tracking current membership and terms of service is essential to knowing what positions are vacant or what positions will be coming vacant in the near future.



# CFAC Representation in Terms of Disabilities

*All names are fictional and diagram is for demonstration purposes only*

<u><b>Mental Health</b></u>	<u><b>Developmental Disability</b></u>	<u><b>Substance Abuse</b></u>
<b>John Sandhills</b> Consumer Term expires 10/30/07	<b>Jack Johnston</b> Consumer Term expires 10/30/07	<b>Sara Neuse</b> Consumer Term expires 10/30/07
<b>VACANT</b> Consumer Term expires 10/30/08	<b>Mabel Eastpoint</b> Consumer Term expires 10/30/08	<b>Terrence Onslow</b> Consumer Term expires 10/30/08
<b>Joe Highlands</b> Consumer Term expires 10/30/09	<b>VACANT</b> Consumer Term expires 10/30/09	<b>Janice Durham</b> Consumer Term expires 10/30/09
<b>Sandy Pathways</b> Family Member Term expires 10/30/07	<b>Henry Pitt</b> Family Member Term expires 10/30/07	<b>Jerry Smoky</b> Family Member Term expires 10/30/07
<b>Theresa Wake</b> Family Member Term expires 10/30/08	<b>Clyde Catawba</b> Family Member Term expires 10/30/08	<b>VACANT</b> Family Member Term expires 10/30/08
<b>Tony Foothills</b> Family Member Term expires 10/30/09	<b>Sally Tideland</b> Family Member Term expires 10/30/09	<b>VACANT</b> Family Member Term expires 10/30/09

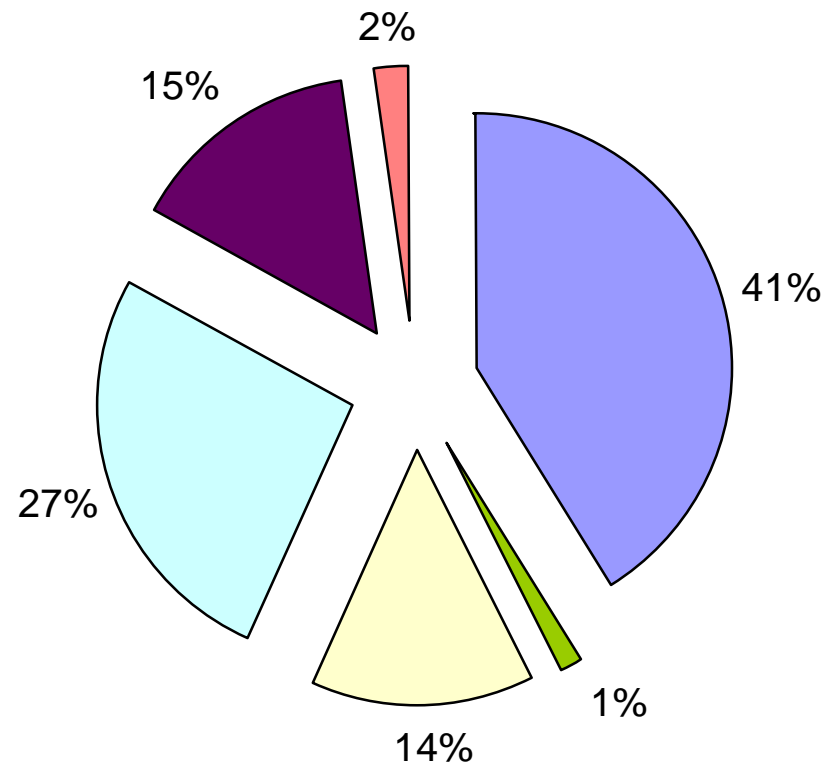
## Other items to consider prior to actual recruitment:

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- Are steps for actual membership clearly spelled out in the CFAC by-laws and other printed material?
- Who will be the point of contact for the CFAC and what will be the preferred contact method (e-mail, telephone)?
- Is there an orientation process in place to ensure that new members understand the mission and purpose of the CFAC?
- Are CFAC supports in place, well defined and publicized?

# How people report becoming involved with volunteer organizations:

- Approached the organization
- Was asked by boss or employer
- Was asked by relative, friend or co-worker
- Was asked by someone in the organization
- Was asked by someone else/other
- Did not report how became involved



# Why People Who Would Volunteer Do Not:

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**No One Asked Them!**

# Printed materials and use of the media:

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- Brochures,
- Flyers and posters,
- Newspaper announcement sections,
- Letters to the editor,
- Paid newspaper advertisements,
- Radio and television Public Service Announcements and
- Website presence



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- NC Open Meetings Law requires the regular announcement of CFAC meetings. One often overlooked approach is to include a statement that the CFAC is actively recruiting membership with the regular announcements of meetings.

# Recruitment as an ongoing agenda item.

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- To increase the effectiveness of all recruitment activities, we recommend that recruitment be added to the agenda of each CFAC meeting.
- At each meeting of the CFAC, ask individual members to identify at least one recruitment activity that they will engage in prior to the next meeting.
- At the next meeting of the CFAC ask each member to report on their recruitment efforts since the last meeting.

# Groups to include in recruitment efforts:

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- Current CFAC members,
- Friends and relatives of current CFAC members,
- Advocacy organizations,
- LME Staff,
- LME Area Board members,
- Providers and other community agencies
- Faith Based organizations and
- People in the Recovery Community

# Main Points to Remember and Act On:

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- Recruitment is a continual year round process.
- Face to face personal invitations are provably the most effective way to recruit additional members to volunteer organizations.